



# Teddy Bears and Perfumes -

**Advertising Information:  
Knowledge Management  
at its best**

# Introduction



- Market classifications
- Factors affecting markets
- Factors affecting knowledge management
- Future changes

# Definitions



- Defining marketing
- Defining knowledge management
- Relationship between knowledge management and marketing

# Market Classifications

- Consumer and industrial markets
- Goods and services
- Geography



# Factors affecting markets

- Transport facilities
- Environmental concerns
- Prices
- General social and economic factors



# Factors affecting knowledge management

- Group dynamics
- Technology
- Professional skills
- Facilities
- Organization structure



# Future changes



- Knowledge managers -
  - ready for dramatic changes need to position services and activities carefully
  - Be aware of rapidity of change
  - Organizations rely more and more on KM to collect, interpret and add - value to the information needed to produce the product or service

# Conclusions

- Discussed definition of KM and marketing
- Looked at relationship between KM and marketing
- Market classifications
- Factors affecting way the markets behave and way in which KM are able to operate
- Future changes







# Conclusions



Whether marketing Teddy Bears to children at Christmas or highly prized perfumes to a select market, the keys to success must be:

Marketing  
the  
product

Can only be done through  
the skills the of a finely  
honed knowledge  
management  
team